

Panacea Adviser Great Virtual Exhibition 2018



Hallmark of Innovation
Financial Innovation Awards
Finalist – 2016

wealth:finance2017

Wealth
& Money
Management
awards

Panacea Adviser
Best Online Support for Financial
Advisers - UK

Panacea Adviser Virtual Event

Panacea Adviser will look to run a [Great Virtual Exhibition](#) in 2018.

It will be a CPD-accredited, one-day exhibition will allow advisers and paraplanners attendance to a virtual exhibition, via virtual reality software from their desktop PC or mobile device.

This will also include an auditorium which will include pre-recorded speaker programme.

Attendee Benefits:

- ✓ Easy access to high quality thought leadership and ideas that will aid business development
- ✓ Better understanding of numerous forthcoming regulatory changes
- ✓ Facilitate professional networking between advisers, peers and provider firms
- ✓ Offer Continuing Professional Development
- ✓ All in one place, at a time and place that suits them

Exhibitor benefits:

- ✓ Involvement in *the most* exciting financial services exhibition programme to date
- ✓ Demonstrate your expertise and capabilities to a proactive audience
- ✓ Promotion and branding on all event marketing material
- ✓ Use existing digital assets that you already have available such as videos, articles and brochures – making them work harder for you
- ✓ Hold Q&A sessions with keynote speakers on your stand to attract an audience and create conversations
- ✓ Conversations via the online chat mode can be saved and referred back to for reference
- ✓ Receive detailed information on everyone who has attended the event, visited your stand and downloaded content for follow up

Video

- ✓ Watch this short video which provides further information about how a virtual exhibition works.



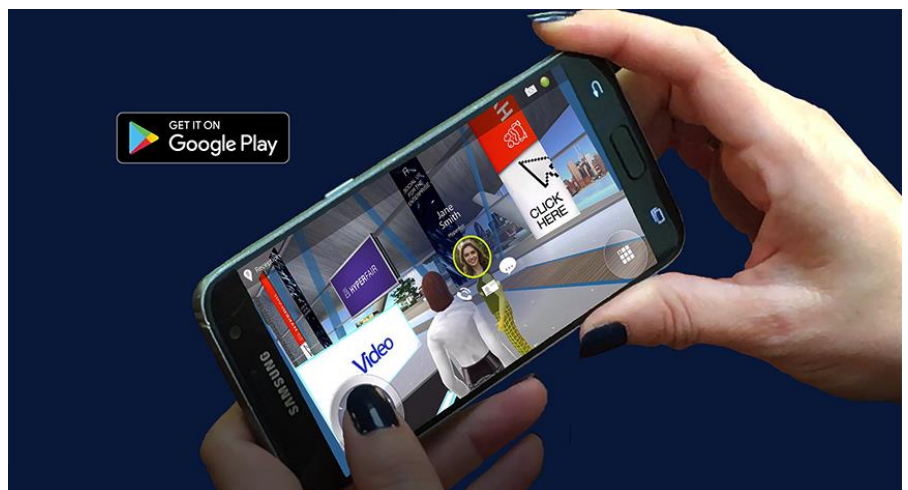
Demo

- ✓ Download the new Android App from Google Playstore and log into the [demo environment to try out the new voice feature.](#)
- ✓ At login you will see also an orange button to register accounts.
- ✓ If you are using an email address you have already registered with for another environment you will have to use the same password.



Set-up

- ✓ No downloads are required to access the event or to create stands, the platform is completely browser-based and runs on the latest versions of Chrome, Safari, Firefox, and Edge.
- ✓ Exhibitors access the easy-to-use booth configurator to set up the booth. There you can add PDF's, videos via YouTube link, banners and posters.
- ✓ The event can also be accessible via a mobile app through Android . iOS is due to be developed in the future but no date confirmed as yet.



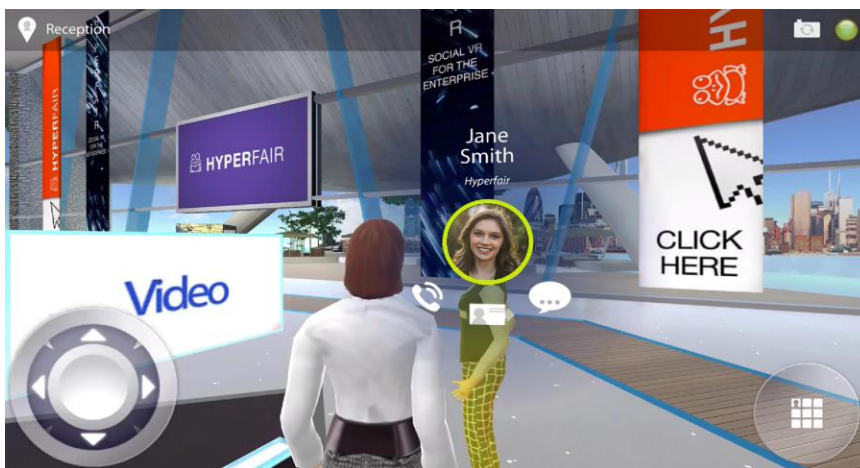
On the day

- ✓ New dynamic layout allows attendees immediate access to content and search out individuals as soon as they enter the event.
- ✓ Visitors and exhibitors can download the content of their virtual bag (brochures, business cards, guides, white papers etc) and analytics autonomously for 7 days after the event.
- ✓ A maximum of 50 avatars visible at any one time.
- ✓ Compatibility with a range of VR headsets, from more economical ones like the Google cardboard ones to more advanced models can also be used to walk around the event.



Making contact

- ✓ Using the search function you can look for specific users or search using keywords. The search will match all users that have the keyword in their profile and show who is online.
- ✓ Within your bag you will be able to see which of the users you have exchanged business cards with is online and a notification pops up on the screen when one of your contacts comes online.
- ✓ Call function from avatars has improved and does not rely on any other platform. You can make calls directly from the system by clicking on the business card of someone's avatar. They can be one-to-one or multi-user.



Attendee Process



Costs

Booths can be customized by using our “Booth Configurator,” an easy-to-use tool that allows users to create and customize a booth in a few steps.

For each type of booth, different layouts, structures, colours and textures are available. Booth content can be updated self service at any time.

- | | |
|--|---|
| <p>1 Medium sized stand
Including a maximum of 2 wall graphics, 7 posters, 3 videos, 10 brochures and 3 assistants on your stand.</p> | <p>2 Promotional material
Company logo and company profile included on the event website and all other promotional material.</p> |
| <p>3 Training
Training and support given to build stand.</p> | <p>4 Display advertising
One Banner advertisement and one Billboard advertisement to be used around the pavilion.</p> |
| <p>5 Auditorium video
One video can be submitted for inclusion within the auditorium – must be CPD accredited and relevant to the event to be accepted.</p> | <p>6 Detailed statistics & data
Booth analytics, transcripts of conversations and full details of everyone that visited your stand & the event as a whole for follow-up.</p> |

£5,000 + VAT
including attendee follow-up data



The first ten companies that sign up will also get a free solus email to the Panacea community pre-event promoting their stand.



2016 Retirement Choices Event

Panacea launched the first ever UK Virtual Event within the financial services sector in February 2016. The theme was Retirement Choices, following the opportunities available as a result of the pension reforms.

Overall we considered the first event as success, especially given its 'first of it's kind' nature. There were a few small hiccups along the way which will be rectified for the second event and we expect the next one to be bigger and better still!

[Read more about the last show here.](#)

342

Registered attendees

46

Minutes on average spent at the event

242

Attended on the day

638

business cards exchanged

109

Exhibitor staff attended

246

Video views

421

Online conversations

12

Stands



Adviser feedback from last event

Aron Gunningham, IFA

it's an interesting idea! And I've ended up watching some of the videos which I normally wouldn't have

Grant Mitchell, Senior Paraplanner

It is a lot easier on the feet and I didn't have to set off at 4.30am I am impressed

Jamie Evans, Paraplanner

I'm impressed so far, and it's much more convenient than attending a conference in person.

Lee Jennings, Senior Pension Transfer Consultant

I'm impressed. The BNY Mellon video was great.

Neil Morris, Financial Adviser

Interesting experience and the concept is I have to admit slightly surreal, however, the implications not only for conference but as individual firms is potentially enormous. Thought process around whether you could build a website on a similar structure.

Rob Reed, Alexander House, Chief Marketing & Technology Officer

I'm a technologist not an advisor. Its like stepping back in time to those 80s games which are clunky. safari couldn't login FF needed updating. Videos need flash which Adobe is even trying to stop using not html 5. BUT the concept is great. Total emersion and virtual engagement I love. Takes getting used to but a glimpse into the future.

Provider feedback from last event

Steve Thorpe, Aviva

I really think it has a place, especially with how busy everyone these days especially with the time and cost of travel

Joanne George, Just Retirement

Brilliant I'm so pleased, you've all put so much work into it. It's great.

David Ellis, Royal London

I am very impressed with the virtual platform. Much better than expected. With more content could be very good...I agree that the exercise does prove the concept. Having seen things we (RL) would be in a position to better engage next time.

FAQs

What training will be given?

There will be a day which will run from 9.30-3.30 when exhibitors can log into the auditorium, assistants can create their avatar and stands can be built.

We will schedule calls with exhibitors throughout the day to talk them through this and assist with any issues or queries they have.

How do I build my booth?

You can simply customise and create your own booths with the 'Booth Configurator', a simple, step-by-step, easy-to-use tool that allows you to upload images, product information and videos – and even change design layout and colour.

We will also provide a document on building the stand so assets can be prepared before logging into the stand configurator.

What should I have on my stand?

We recommend PDF brochures, any thought leadership PDFs that can be downloaded, a prize draw, videos, banners and posters and a Q&A session with a key spokesperson or meet the managers sessions.

You will need to let Panacea know in advance of the event launch what your stand will include so we can promote appropriately.

Do I need to be on my stand all day?

You can work with others within your company, regardless of where they are to ensure someone is on your stand throughout the day.

However, you can still do other things, keeping the event open in the background if needed and if anyone contacts you, you will get an alert.

Contact us!



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